



## Interregional Forum

### *Women's Entrepreneurship - Challenges and Solutions in Europe and the Arab region*

#### **UNIDO side event at the St. Petersburg International Economic Forum (SPIEF) 2017**

Date: May 31, 2017

Venue: ExpoForum Convention and Exhibition Centre, Conference Hall D3

Organizers: United Nations Industrial Development Organization (UNIDO), OPORA RUSSIA Committee on the Development of Women's Entrepreneurship and the Arab International Center for Entrepreneurship and Investment- Bahrain (AICEI)

Organizational support is provided by the Roscongress Foundation

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Time	Topic
<b>08:30–09:00</b>	Arrival of participants
<b>09:00–09:40</b>	<b>Welcome speeches</b> <ol style="list-style-type: none"><li>1. Ms. Galina Karelova, Deputy Chairperson of the Council of the Federation of the Federal Assembly of the Russian Federation</li><li>2. Ms. Gulnaz Kadyrova, Deputy Minister of Industry and Trade of the Russian Federation</li><li>3. Her Highness Sheikha Hissah Saad Abdulah Salem Al-Sabah, Chairperson, Council of Arab Businesswomen</li><li>4. Ms. Nadiya Cherkassova, Head, Committee on the Development of Women's Entrepreneurship, OPORA RUSSIA</li><li>5. Ms. Amita Misra, Director, Department of Regional Programmes and Field Representation, UNIDO</li></ol> <p><u>Moderator:</u> Ms. Solomiya Omelyan, Programme Officer, UNIDO Regional Division for Europe and Central Asia</p>

09:45–11:00

**Panel session I: Women’s economic empowerment in the context of inclusive and sustainable industrial development**

The first panel session will explore the linkages between women’s entrepreneurship and inclusive and sustainable industrial development (ISID), and will discuss the general effects industrialization has on women’s economic empowerment. The speakers will debate the challenges and market opportunities for women entrepreneurs and the economic opportunities that arise from enhanced women’s empowerment. The key issues to be addressed are:

1. How do women’s empowerment and pro-active economic engagement influence economic growth and social development?
2. Women as agents for change: green, inclusive, and growing women-led businesses
3. Why are ‘women’ and ‘industry’ often perceived as mutually exclusive?
4. The real impact of women and their economic ventures on achieving ISID
5. What are the barriers to success and what empowers women to become thriving entrepreneurs?

Keynote speech by: Ms. Gulnaz Kadyrova, Deputy Minister of Industry and Trade of the Russian Federation

Moderator: Ms. Lucia Cartini, Senior Industrial Development Officer, ITPO Coordinator, UNIDO Investment and Promotion Division

Speakers:

1. H.H. Sheikha Hissah Saad Abdulah Salem Al-Sabah, President, Council of Arab Businesswomen – *Role of the Council of Arab Businesswomen towards women Economic Empowerment*
2. H.E. Mrs. Leila Al Khayat, Honorary World President, Femmes Chefs d’Entreprises Mondiales (FCEM) – *Promoting women internationally*
3. H.E. Shaikha Hind bint Salman Al Khalifa, President, International Federation for Bahraini Business & Professional Women – *Creative Women Empowerment*
4. Mrs. Rawya Mansour, Chairperson, RAMSCO Group, Egypt – *Initiative on ECO Villages*
5. Ms. Nina Boer, Arbitrator, Court of Arbitration at St. Petersburg Chamber of Advocates – *Women’s legal and economic empowerment in the Russian Federation*
6. Mr. Sergei Morozov, Governor of Ulyanovsk Region – *Opportunities for regional development through supporting women’s entrepreneurship*
7. Mr. Sergei Movchan, Vice Governor of St. Petersburg – *Support of women-run SMEs in St Petersburg*
8. Ms. Faiza Lahlou, Director of Communications in Europe, Head of Corporate Reputation and CSR, P&G - *Gender equality presents a compelling business and global citizenship opportunity for P&G*

Questions & answers

11:00–11:30

Coffee Break

11:30–12:45

**Panel session II: Creating solutions to the women’s entrepreneurship challenge – successful approaches for supporting women’s economic empowerment**

This panel explores and discusses successful methods of supporting innovative approaches to women’s economic empowerment and entrepreneurship. The discussion will highlight the role of policies, regulations, and education and training in increasing women’s entrepreneurial activities. The speakers will debate existing approaches and practices that are applied in Europe and the Arab region and how they impact the local development of women’s entrepreneurship. The discussion will focus on solutions enhancing women’s access to technology- and industry-oriented areas of entrepreneurship. It will also highlight practical experiences of promoting women entrepreneurs in trade, manufacturing, and the digital economy in various countries. The panel will discuss how the involvement of women in industrial manufacturing and the creation of favourable working conditions influence the overall attractiveness of engagement in the industrial sector. Panellists will discuss the role of increased women’s economic empowerment as a key driver for the needed transformation and diversification of economies in different regions. The following key questions will guide the debate:

1. What is the role of government, in terms of policies and regulations, in promoting the economic capacities of women?
2. What is the role of associations in improving women's working conditions?
3. What role do education and training systems play in nurturing innovation and entrepreneurial attitudes among women?
4. What is the role of business development services, technologies, and investment promotion in strengthening women's entrepreneurship?
5. How can enhanced women's entrepreneurship in industries and trade be promoted?
6. What is the role of the private sector, and in particular small and medium sized businesses, in promoting women's economic empowerment?
7. How to attract women to technology-based areas of entrepreneurship?
8. What is the linkage between the digital economy and women's economic empowerment?
9. How can women influence the economic realities of future generations in the context of ISID?

Keynote speech by: Mr. Maxim Parshin, Director of the Department for the Development of Small and Medium-Sized Businesses and Competition, Ministry of Economic Development of the Russian Federation & Ms. Natalia Larionova, Deputy Director General of Federal Corporation for Small and Medium Business Development

Moderator: Ms. Veronika Peshkova, Member of the Management Board, OPORA RUSSIA; Member of the Expert Council of the OPORA RUSSIA Committee on the Development of Women's Entrepreneurship

Speakers:

1. Mr. Stanislav Cherdantsev, Vice Governor of Kemerovo Region – *Women's entrepreneurship: state support measures*
2. Ms. Alicia Nikitina, Chief Executive Officer, Russian Export Center School of Export – *State support to promote the internationalization of women-owned SMEs*
3. Mrs. Anna Soshinskaya, President, Responsible for the Future Charitable Foundation – *Results and future prospects of the Russian federal educational programme 'Mum – Entrepreneur'*
4. Ms. Sofia Spector-Balazovskaya, Co-Founder, FARMA VAM – *Case study of women-owned industrial project*
5. Ms. Ekaterina Malandiy, Head, SME Department, Uralsib Bank – *Strategies supporting women's access to financial resources*
6. Ms. Reem Badran, President, MENA Businesswomen's Network – *Women Business Networks*
7. Mrs. Douja Gharbi, Vice President, Confédération des Entreprises Citoyennes de Tunisie, Tunisia – *Women Entrepreneurs Mentorship Programs*
8. Mrs. Fadia Suliman Hussein Mohamed, Sudan – *Success Story – Entrepreneurship in Education*
9. Mrs. Fadwa Suliman Hussein Mohamed, Sudan – *Success Story – Entrepreneurship in Education*

Questions & answers

**12:45–14:00**

Lunch break

**14:00–15:25**

**Panel session III: UNIDO approach to fostering women's economic empowerment and entrepreneurship**

The final panel will focus on the UNIDO approach of supporting women to create businesses that cater for the needs of a modern society in Europe and Arab countries. UNIDO experts from different fields will debate the applicability of selected programmes in different cultural and business environments. In this panel, UNIDO will present case studies and promote some of its best-practice examples. The panel aims to establish grounds for future economic cooperation between Russia and Arab countries in the field of women's economic empowerment and entrepreneurship by focusing on the following topics:

1. UNIDO approach and projects supporting women's entrepreneurship in different regions

2. New trends in women's entrepreneurship in CIS countries and the Arab region, including relevant cultural specifics and challenges involved
3. Enterprise Development and Upgrading Programmes – the Arab model for enterprise development and investment promotion

Keynote speech by: Mr. Hashim Hussein, Head, UNIDO Investment and Promotion Office Bahrain – *UNIDO intervention in the promotion of women's entrepreneurship in the Arab region*

Moderator: Mr. Jacek Cukrowski, Chief, UNIDO Regional Division for Europe and Central Asia

Speakers:

1. Ms. Lucia Cartini, Senior Industrial Development Officer, ITPO Coordinator, UNIDO Investment and Promotion Division – *When creativity meets business: UNIDO project stories*
2. Mr. Farrukh Alimdjanov, Industrial Development Officer, UNIDO Cluster and Innovation Division, Job Creation and Human Security Division – *Enhancing SME competitiveness as an effective tool for improved socio-economic role of women*
3. Mr. Marlen Bakalli, Industrial Development Officer, UNIDO Rural Entrepreneurship, Job Creation and Human Security Division – *Women entrepreneurship and creative industries*
4. Ms. Nawal Al Sabbagh, Chief Executive Officer, Nawal Flowers – *Success Story – Women Entrepreneurship*
5. Ms. Huda Janahi, Chief Executive Officer, Global Cargo and Traveller Services – *Success Story – Women Entrepreneurship in Cargo*
6. Ms. Nadiya Cherkassova, Head, Committee on the Development of Women's Entrepreneurship, OPORA RUSSIA - *International initiatives of "OPORA RUSSIA" to support the development of women's entrepreneurship*

Questions & answers

**15:25–15:30**      **Closing remarks**

*During the panel sessions, simultaneous translation in Russian and English will be provided.*